

## STEAL THIS BRIEF

### Graphic Agitation Designs Against Crime

#### Background:

'Design Against Crime' is a research initiative aimed at keeping one step ahead of 'criminals' by simply making products harder to steal, counterfeit, destroy or deface. Crime is obviously far more glamorous and seductive than crime prevention at the present time, but the aim of the initiative is to involve the creativity of designers, in order to make legitimate users as fashionable as abusers. Even those of us who hate rules, love transgression and sometimes want to use 'no smoking' signs for firewood, are annoyed by crimes like pick-pocketing or bag theft or having our homes robbed. These crimes not only relieve us of money but annoyingly makes us spend loads of time renewing credit cards, diaries and mobile phone memories, or finding ways to replace things we have lost when we could be out enjoying ourselves (or at least watching telly). Indeed, it is time for fun lovin' graphic designers to comment upon the work of gun lovin' criminals everywhere, in way that may help to communicate effectively via a new symbolic language crime prevention messages.

#### Brief:

Your brief is to create a poster, postcard or digital image that either ironically comments on bag theft, or offers a form of graphic agitation that promotes victims, awareness that there are pickpockets and bag thieves at work. You are asked to rethink the existing symbolic palette of fingerprints, eyeballs, CCTV cameras and blood and use great imagination to articulate your ideas and to take crime prevention imagery into the 21<sup>st</sup> century. And basically, to avoid the most obvious colour palette of Metropolitan police blue, red or black. As well as PC Plodd, images of footprints, handcuffs, eyeballs and crude image of rubbers in black and white striped t-shirts or men is silhouette

**Lorraine Gamman**